

**BBA IN RETAILING**

**Term-End Examination**

**December, 2016**

00105

**BRL-015 : IT-APPLICATION IN RETAILING**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. How is Computer helpful to a retailer ? Explore various computer peripherals that facilitate retailer in bridging the gap. **5+5=10**
  
2. Explain the term "KPI". What are different types of big analytics in retail ? **3+7=10**
  
3. Explain different kinds of interfaces in the context of, POS Architecture. **10**
  
4. Explain the concept of CRM and state the need for CRM system in retail. **3+7=10**
  
5. Explain briefly the following terms used in retailing : **5x2=10**
  - (a) MMS
  - (b) SOQ
  - (c) CPU
  - (d) EFT
  - (e) ERP

6. Comment on **any two** of the following : **2x5=10**
- (a) Impact of information Technology is very high on retail business.
  - (b) BI is a tool of fulfilling promises to customers.
  - (c) Store manager leverages the relationship with vendor to get the best discounts and services.
7. Distinguish between **any two** of the following : **2x5=10**
- (a) Bar code scanner and RFID
  - (b) M-commerce and E-commerce
  - (c) Debit card and Credit Card
8. Write short notes on **any two** of the following : **2x5=10**
- (a) Network and Telecommunication
  - (b) Security Logs
  - (c) Touch Screen
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